

# Jayavardhan Reddy Samidi

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## SUMMARY

Data & BI Analyst with 3+ years of experience turning complex datasets into clear business stories using Power BI, DAX, SQL and Python. Skilled in building cloud-based data solutions on Azure and AWS, integrating SAP and CRM sources for automated analytics and reporting. Combines technical precision with storytelling to deliver insights that accelerate decision-making and business growth.

## EDUCATION

**Master of Science in Data Science & Artificial Intelligence** | Florida International University, Miami, FL **2024**  
**Bachelor of Engineering in Electronics and Communication Engineering** | Osmania University, Telangana, India **2022**

## SKILLS

**Data Analytics & BI:** Power BI, Tableau, DAX, Excel (Power Query, VBA), KPI Design, Dashboard Development, Storytelling with Data, Alteryx.

**Programming & Data Science:** Python (Pandas, NumPy, Scikit-learn, LightGBM), PySpark, SQL (T-SQL, Hive SQL), A/B Testing, Statistical Modeling (Regression, ANOVA)

**Cloud & Data Engineering:** Azure Data Factory, Azure Synapse, AWS, Kafka, Airflow, Jenkins, CI/CD Pipelines, GCP.

**Databases & Integration:** SQL Server, Snowflake, SAP BW, Salesforce CRM, Data Modeling, Star Schema Design

**Reporting & Collaboration:** Business Storytelling, Data Visualization, Cross-Functional Collaboration, Financial Reporting

## PROFESSIONAL EXPERIENCE

### Data Analyst | Charles Schwab | USA

Sep 2024 – Present

- Designed and maintained Power BI dashboards connected to SQL Server, Azure Synapse, and SAP systems, using DAX measures and calculated columns to track portfolio KPIs, helping the finance and investment divisions cut report-preparation time by 35%.
- Conducted exploratory data analysis (EDA) in Python (Pandas, NumPy, Matplotlib, Seaborn) on equity and derivatives portfolios to evaluate investment strategies, leading to more data-driven frameworks within the asset-management team.
- Integrated CRM and client-interaction data from Salesforce and SAP into consolidated BI dashboards, improving visibility into customer engagement and compliance trends.
- Developed a portfolio risk-scoring model in Python (Scikit-learn) to classify client risk levels, improving accuracy by 23% and reducing false-positive alerts by 18%, enhancing oversight for the risk and compliance units.
- Built and automated end-to-end ETL and CI/CD pipelines on AWS SageMaker, Kafka, and Azure Data Factory, streamlining data ingestion and model-deployment workflows that improved data reliability and reduced processing time by 45% for the fraud-risk analytics team.
- Automated data refresh, validation, and distribution using Python, Power BI Service, and Azure Data Factory, reducing manual work by 40% and increasing reliability of daily executive reports.
- Partnered with finance, compliance, and portfolio analysts to interpret insights, enabling more effective regulatory reviews and quarterly business reporting.

### Data Analyst | Magna Infotech | India

Jul 2020 – Aug 2022

- Analyzed sales, customer, and CRM data using SQL, PySpark, and Hive to support marketing and operations teams, improving data availability and reporting speed by 40%.
- Developed Tableau and Power BI dashboards, applying DAX formulas and KPI scorecards to visualize sales growth, customer lifetime value, and campaign ROI boosting stakeholder decision speed by 22%.
- Performed A/B testing and statistical analyses (regression, ANOVA, correlation) using R on marketing and pricing campaigns, identifying top-performing strategies and saving over 75K per quarter in promotions and inventory costs.
- Built a customer churn-prediction model with LightGBM and deployed it through AWS (S3, Lambda), achieving 92% accuracy and driving proactive retention programs for the customer-success team.
- Integrated SAP sales orders and CRM data into Azure Data Factory pipelines, creating a unified analytical layer that strengthened KPI consistency across sales and finance departments.
- Automated ETL, data validation, and report-refresh workflows using Airflow and Jenkins, reducing report delays and improving data reliability by 31%.
- Collaborated with marketing, product, and finance leaders to define key metrics, monitor campaign ROI, and communicate insights that directly influenced revenue growth and customer retention.